

MAJORITY WOMEN IN PAKISTAN (54%) ADMIT TO USING MAKE UP AND OTHER BEAUTY PRODUCTS TO MAKE THEIR SKINS LOOK FAIRER.

Do you use make up and beauty products including creams that make the skin fairer (skincare creams)?



54%
Yes



39%
No



7%
DK/NR

PERSONAL CARE | Cosmetics

SOURCE: GALLUP AND GLANI SURVEYS | SAMPLE SIZE: 1825



Opinion Poll Personal Care Cosmetics

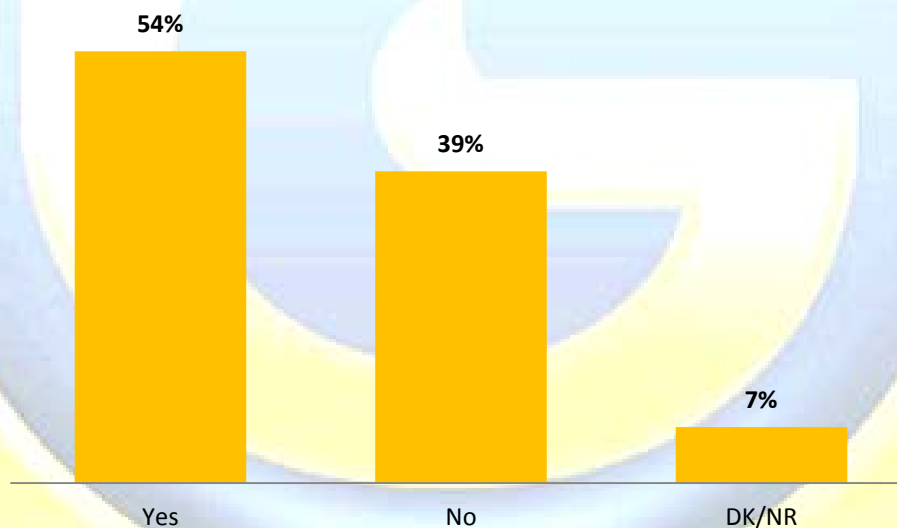
Majority women in Pakistan (54%) admit to using make up and other beauty products to make their skins look fairer. GILANI RESEARCH FOUNDATION (GRF POLL)

Islamabad, June 09, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 54% Pakistani women said that they use make up and other beauty products including skincare creams in order to make their skins look fairer.

A nationally representative sample of women from across the four provinces was asked, “Do you use make up and beauty products including creams that make the skin fairer (skincare creams)?” In response to this question, 54% women said yes, 39% said no while 7% did not respond.

Question: “Do you use make up and beauty products including creams that make the skin fairer (skincare creams)?”



Source: Gilani Research Foundation Poll (GRF Poll)
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 932 men and women in rural and urban areas of all four provinces of the country, during April 11 – April 18, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



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(3 Pages, English version Only)

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)